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ABSTRACT

A survey of 194 graduate students compared the old and new formats of "Esquire" magazine, combining two issues of each format in a sequence of four viewing pairs (to negate possible bias effects of content). The subjects indicated their preferences and reasons for preferences for old and new logos, typefaces, tables of content formats, cartoon material, headline styles (including departmental and editorial displays), and overall style. The findings showed a respondent preference for the newer format in all the graphics areas except cartoon material. (The cover letter and questionnaire are appended.) (RL)

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FORMAT COMPARISON OF THE OLD AND NEW ESQUIRE:

A SURVEY OF GRADUATE COMMUNICATION STUDENTS

by

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CS205125

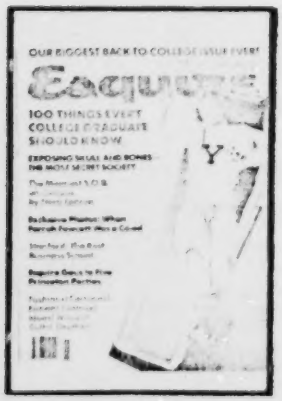
FORMAT COMPARISON OF THE OLD AND NEW ESQUIRE:

A SURVEY OF GRADUATE COMMUNICATION STUDENTS

In March of 1978, shortly after Esquire changed its format, I proposed a survey to the magazine's publishers for the purposes of comparing the old and new formats. In the survey, respondents would compare both formats directly and specify their preferences through a written, self-administered questionnaire.

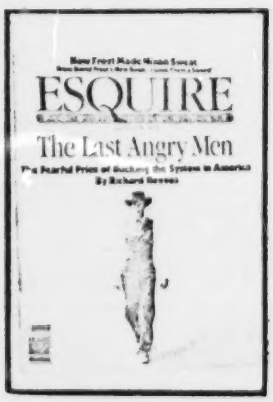
As proposed, the respondents in the survey would be graduate students within the various departments at Boston University's School of Public Communication. (See below for a profile of the respondents and their familiarity with Esquire.)

Esquire agreed to the proposal and provided 150 copies of each of the following issues to conduct the survey:



SEPTEMBER, 1977

JANUARY, 1978



MARCH 1, 1978

APRIL 11, 1978

After a cover letter and questionnaire were drafted last summer, a pre-test was conducted among 15 graduate students at the School of Public

Communication. After the pitfalls of the original questionnaire were discovered, a final questionnaire was designed for the final survey. Esquire also provided suggestions for designing this final questionnaire.

From mid-September through mid-October questionnaires were distributed in classrooms. As will be explained in the METHODOLOGY section below, each respondent was given a particular pair of issues with a questionnaire.

Out of a total 263 questionnaires distributed over the month's period, 194 valid ones were returned: an overall response of 73.8%.

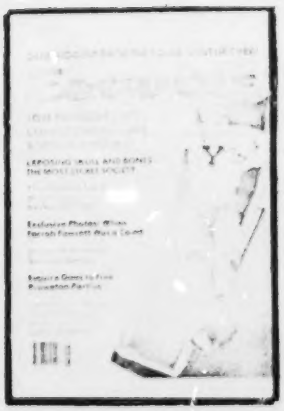
In April, 1979, after tabulation and analysis of the survey data at the Boston University Computing Center, a written report of the findings was presented to the Associate Publisher of Esquire Fortnightly.

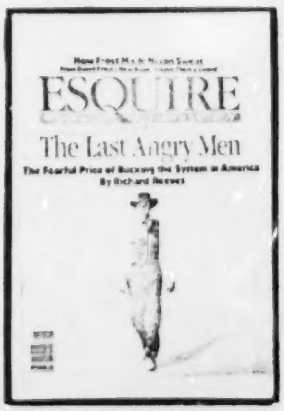
METHODOLOGY

The following research procedures and techniques were instituted during the survey:

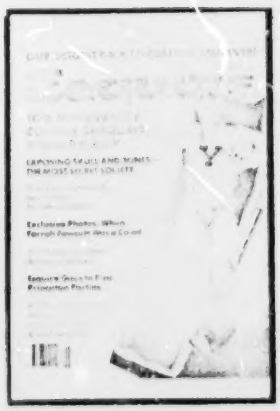
1. Design of cover letter to inform respondents of the nature of the survey, and encourage cooperation;
2. Design of written questionnaire, to measure respondent preference for the old or new format of Esquire, with respect to various criteria;
3. Pairing of old and new issues for distribution, in an attempt to disperse possible biasing of an exceptionally strong or weak issue;

PAIR #1

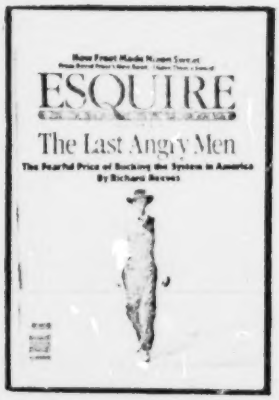




PAIR #2



PAIR #3



PAIR #4

4. Pre-test of questionnaire among 15 graduate students at the School of Public Communication;
5. Design of final questionnaire; (See APPENDIX)
6. Judgment sampling of various graduate classes at the School of Public Communication, with personal appearance to enlist respondents;
7. Distribution of questionnaire and issue pairs in classrooms;
8. Follow-up procedure which included:
   - personal visit to classroom 3 weeks after distribution of survey materials to that particular class, as a reminder
   - two phone calls to delinquent respondents, every other week
   - written reminder to those not complying after phone calls;
9. Coding and key-punching of data from questionnaires onto cards for computer input;
10. Design of a program compatible with the Statistical Package for the Social Sciences (SPSS), a capability of the Boston University Computing Center, and
11. Utilization of SPSS to provide 'frequency distributions' and 'cross tabulations' of selected variables from the questionnaire.

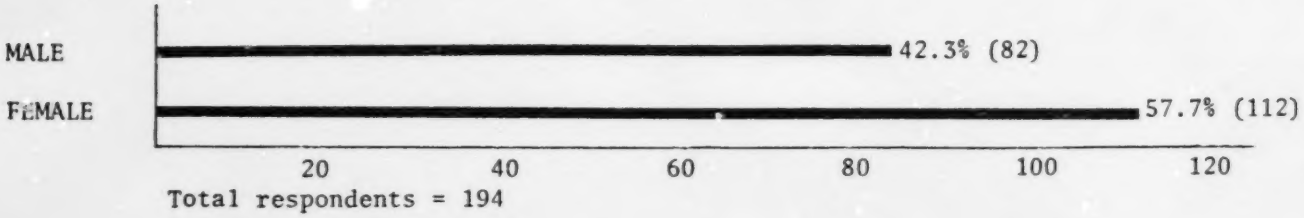
PROFILE OF THE RESPONDENTS

The School of Public Communication offers a variety of courses in the print and electronic media, as well as the related fields of advertising and public relations.

Most sampling was done in classes scheduled during the daytime, and most students in these classes attend school full-time. Several evening program classes were also sampled, which are comprised of part-time students who work at various communications jobs during the day.

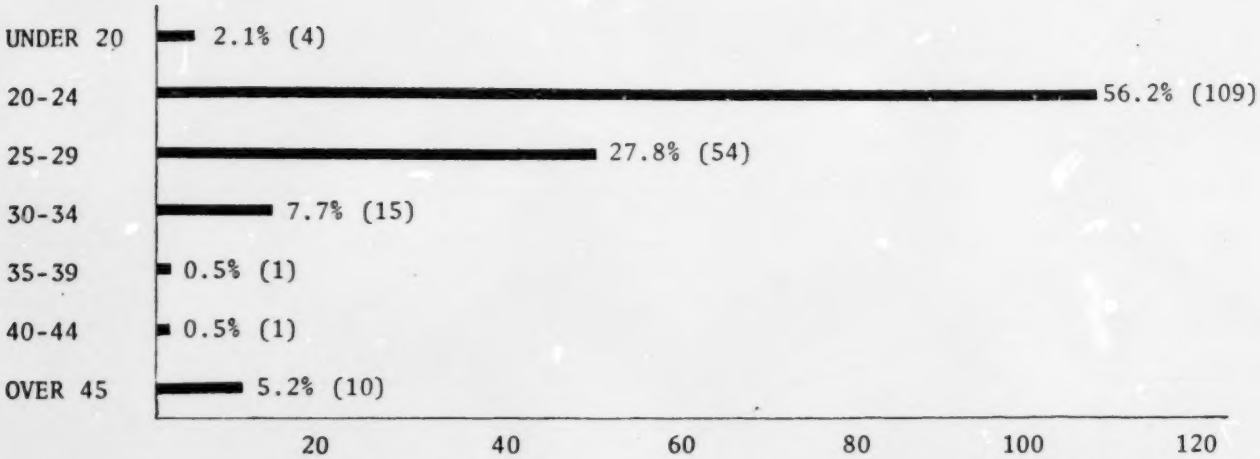
Most students, whether attending full-time during the day or part-time in the evening, are between 20 and 30 years of age.

RESPONDENT BREAKDOWN BY SEX



Total respondents = 194

RESPONDENT BREAKDOWN BY AGE

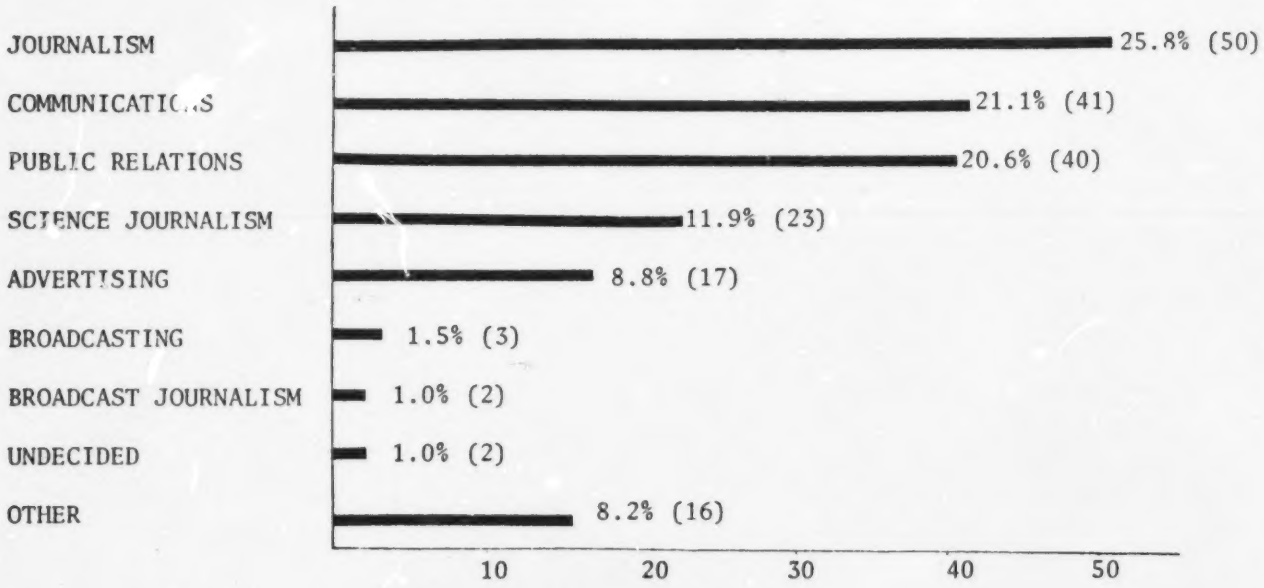


Total respondents = 194

The 2:3 ratio of males to females in the survey closely approximates the graduate student enrollment. The 20-30 age group was the predominant segment

in the age distribution and, as mentioned above, this is typical of the graduate students at the School in both day-time and evening classes.

RESPONDENT BREAKDOWN BY FIELD OF STUDY



Total respondents = 194

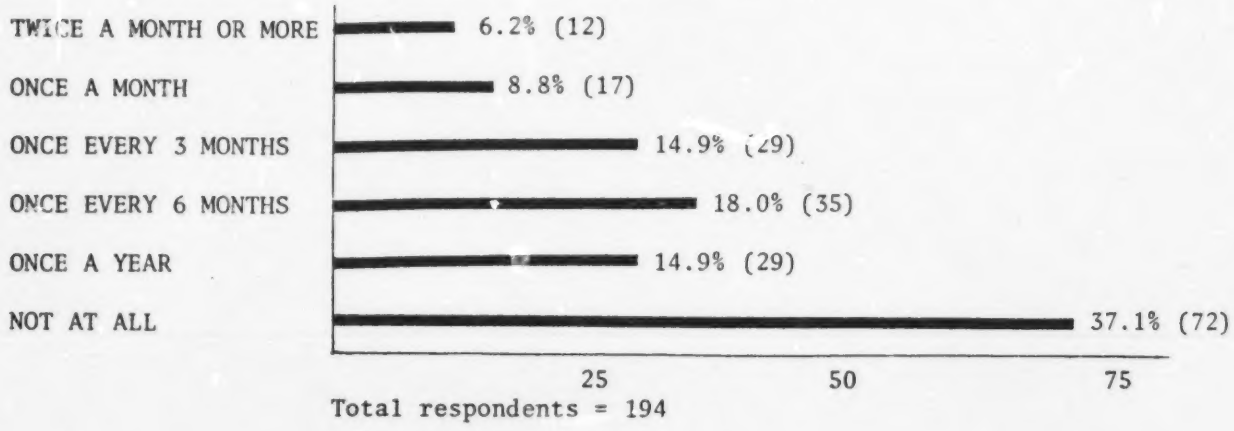
Nearly 40% of all respondents were majoring in some area of journalism; an indication of sensitivity to editorial quality dispersed throughout the sample.

RESPONDENT FAMILIARITY WITH ESQUIRE

Several questions were posed in the questionnaire to determine the degree of respondent familiarity with and usage of the magazine. Two of these questions serve as headings to the following graphs.

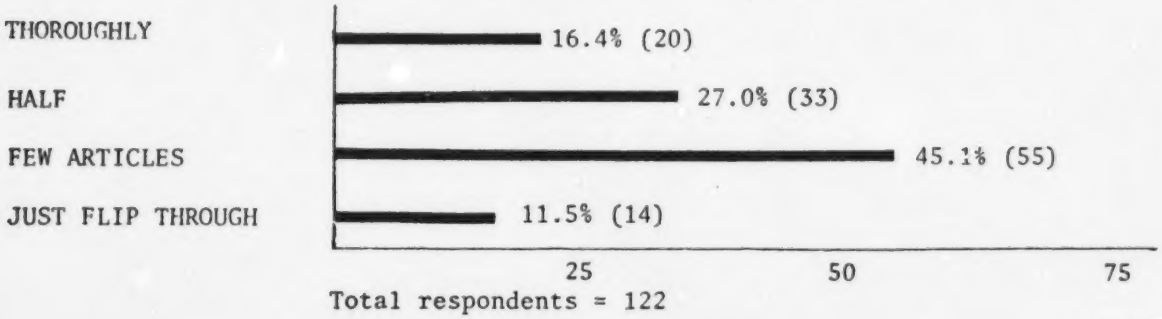
It is interesting to note that while 90.7% of the respondents claimed to have seen Esquire before the survey, only 8.2% of the respondents were past or present subscribers. This suggests that most of the respondents may have not been aware of the format change, and were seeing the "Fortnightly" format for the first time.

How often do you read Esquire?



Total respondents = 194

How thoroughly do you read an issue of Esquire?



Total respondents = 122

The above graphs indicate that only 15% would be familiar with Esquire on an issue-to-issue basis, while the majority read it on a less than quarterly basis. For those who claimed readership the actual degree of usage is relatively low. Both graphs combined point to a low time commitment to any particular issue, or the magazine in general.

DISCUSSION OF FORMAT CHANGES AND RESPONDENT PREFERENCES

CHANGE IN LOGO

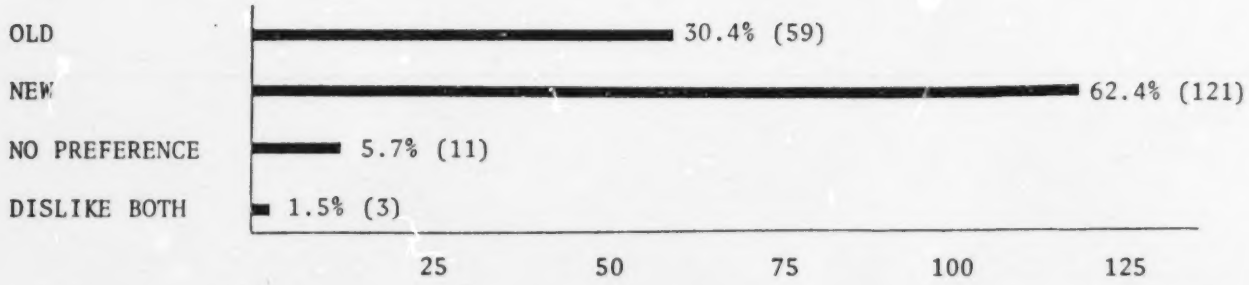
- Use of a Times Medium face in all capitals with a contemporary kerned 'Q', instead of a script extra bold face in lower case
- Addition of the term "FORTNIGHTLY" against a solid band of color
- Removal of the "smiling face" dotting the letter 'i' in the name

These changes are depicted on the following page.

PREFERENCE FOR LOGO

OLD

NEW



Total respondents = 194 chi square = 182.31 ($p < .05$ w/ df = 3)

Overall the NEW logo was preferred by a more than 2:1 ratio. The trends in reasons given for preferring either logo are given in the tables below. Only those respondents who actually gave their reasons are included. Those not included had "no preference", "disliked both" or did not provide a reason.

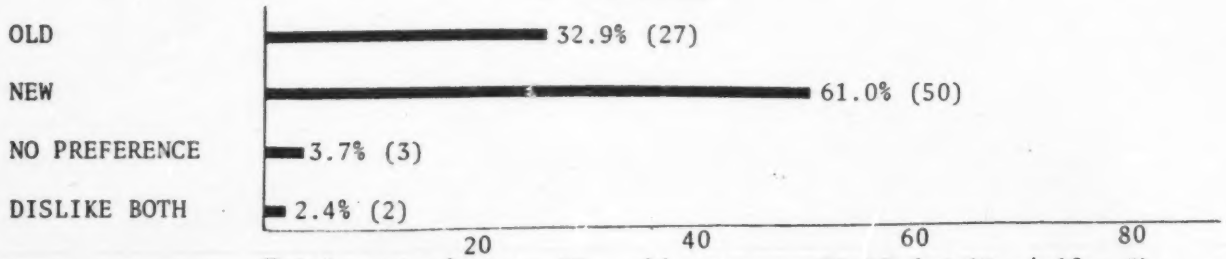
TRENDS IN LOGO PREFERENCES

OLD		NEW	
DISTINCTIVE.....	15.3% (20)	LEGIBLE.....	12.2% (16)
LEGIBLE.....	3.8% (5)	DISTINCTIVE.....	11.5% (15)
BOLD.....	2.3% (3)	CLASSY.....	9.2% (12)
EYE CATCHING.....	2.3% (3)	MODERN.....	8.4% (11)
SOPHISTICATED....	1.5% (2)	BOLD.....	5.3% (7)
MODERN.....	1.5% (2)	SOPHISTICATED...	5.3% (7)
CLASSY.....	1.5% (2)	EYE CATCHING....	4.6% (6)
OTHER.....	6.0% (8)	NEAT.....	2.3% (3)
	34.4% (45)		65.6% (86)

Total respondents = 131

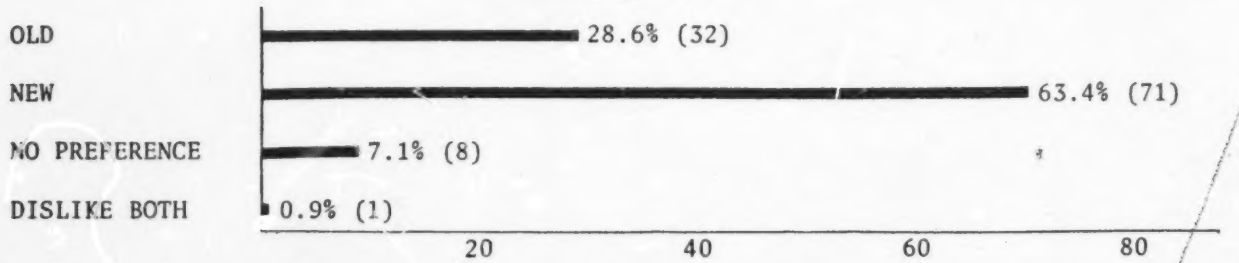
Both males and females preferred the NEW logo by a roughly 2:1 ratio.

MALE PREFERENCE



Total respondents = 82 chi square = 76.13 ($p < .05$ w/ df = 3)

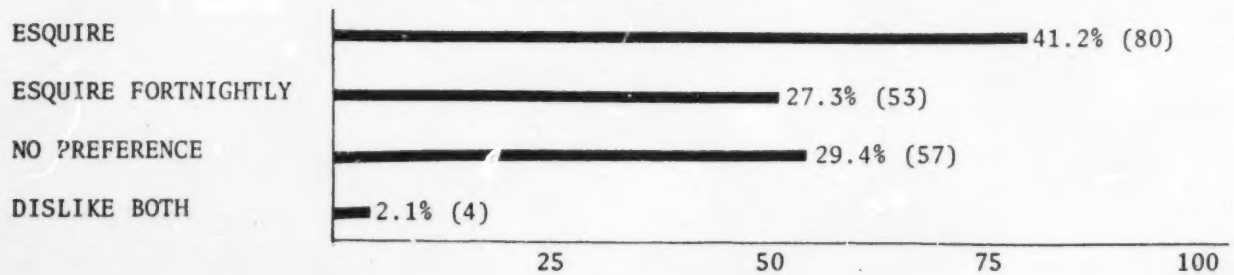
FEMALE PREFERENCE



Total respondents = 112 chi square = 106.94 ($p < .05$ w/ df = 3)

Although the NEW logo was found preferable by a relatively wide margin, the NEW name (Esquire FORTNIGHTLY) was not. As the graph below indicates, the OLD name of just "Esquire" was preferred. The most frequent reasons cited by respondents for this preference were that the OLD name was "unsuperfluous," "unpretentious," or "simple."

PREFERENCE FOR NAME

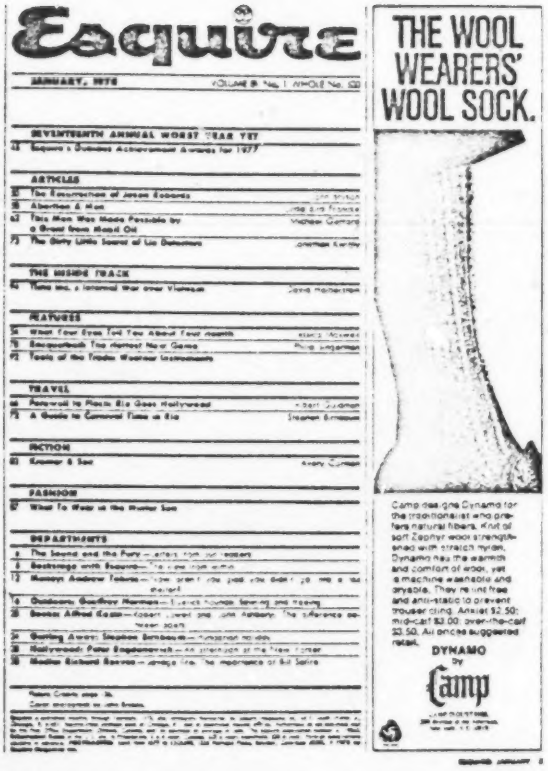


Total respondents = 194 chi square = 63.2 ($p < .05$ w/ df = 3)

Almost one-third of all respondents expressed "no preference" for either name, which suggests that some may not have been aware that "FORTNIGHTLY" was actually part of the NEW name.

CHANGE IN TABLE OF CONTENTS

OLD


Esquire

JANUARY, 1978

SEVENTEENTH ANNUAL WORST YEAR YET

ARTICLES

FEATURES

TRAVEL

FICTION

FASHION

DEPARTMENTS

THE WOOL WEARERS' WOOL SOCK.

DYNAMO by Camp

NEW

VOLUME 89 NO. 3 CONTENTS MARCH 1, 1978

ESQUIRE

50 Getting Away from It All with Billy Kidd

58 Want To Start a War?

41 The Last Angry Men

70 The Ball Really Carries in the Cactus League Because the Air Is Dry

76 King of the Kitchen

82 How Frost Made Nixon Sweat

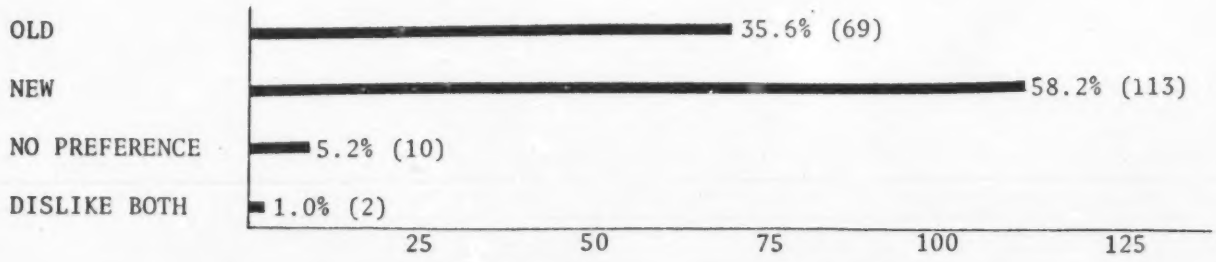
96 Reggie Looks Back in Anger

The following major changes were made in the table of contents:

- use of the entire page, instead of only 2/3 page with advertisement
- placement of logo at center of page, instead of flush left
- use of small b/w photos, capsule summaries, large lettering and large page numbers to direct attention to feature articles, instead of specifying all offerings with the same size lettering and numbers
- listing of all offerings in consecutive page sequence, instead of skipping back and forth to various parts of the magazine
- arrangement of listings in four separate columns, instead of just one
- mixture of sans-serif and serif typefaces, instead of all sans-serif
- use of thin vertical lines to separate listings, instead of thick horizontal lines

Overall the NEW table of contents was found preferable by a relatively wide margin.

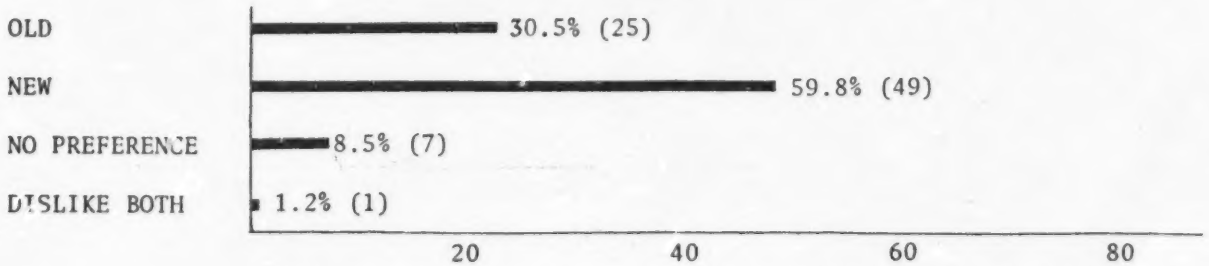
PREFERENCE FOR TABLE OF CONTENTS



Total respondents = 194 chi square = 169.57 ($p < .05$ w/ df = 3)

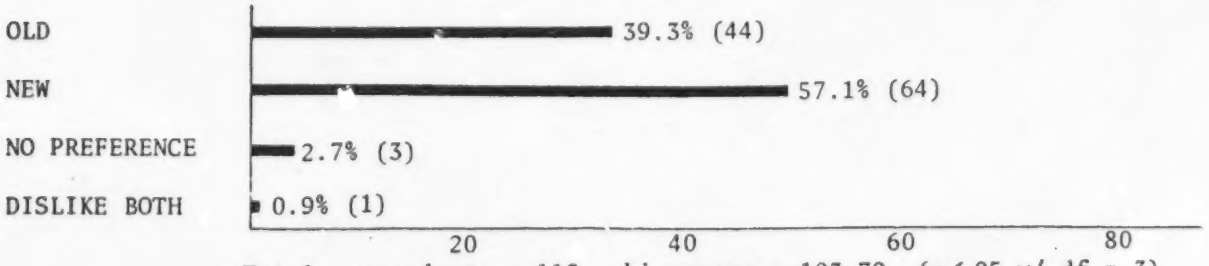
Males expressed a higher degree of preference for the NEW table of contents than females did.

MALE PREFERENCE



Total respondents = 82 chi square = 68.05 ($p < .05$ w/ df = 3)

FEMALE PREFERENCE



Total respondents = 112 chi square = 103.79 ($p < .05$ w/ df = 3)

On the next page are the trends in the reasons given by respondents for preferring the OLD or NEW table of contents. Those not included in the tables had "no preference," or "disliked both" or did not provide a reason for their preference.

TRENDS IN TABLE OF CONTENTS PREFERENCES

OLD			NEW		
DIRECT.....	17.9%	(24)	INFORMATIVE.....	22.4%	(30)
ORGANIZED.....	9.0%	(12)	VISUAL APPEAL...	12.7%	(17)
TIME SAVING....	2.2%	(3)	USE OF PICTURES	6.0%	(8)
NO PICTURES....	1.5%	(2)	MODERN.....	5.2%	(7)
INFORMATIVE....	1.5%	(2)	DIRECT.....	3.7%	(5)
USE OF SPACE...	1.5%	(2)	USE OF SPACE....	1.5%	(2)
VISUAL APPEAL..	1.5%	(2)	ORGANIZED.....	1.5%	(2)
OTHER.....	3.7%	(5)	OTHER.....	3.7%	(5)
	38.1%	(51)		61.9%	(83)

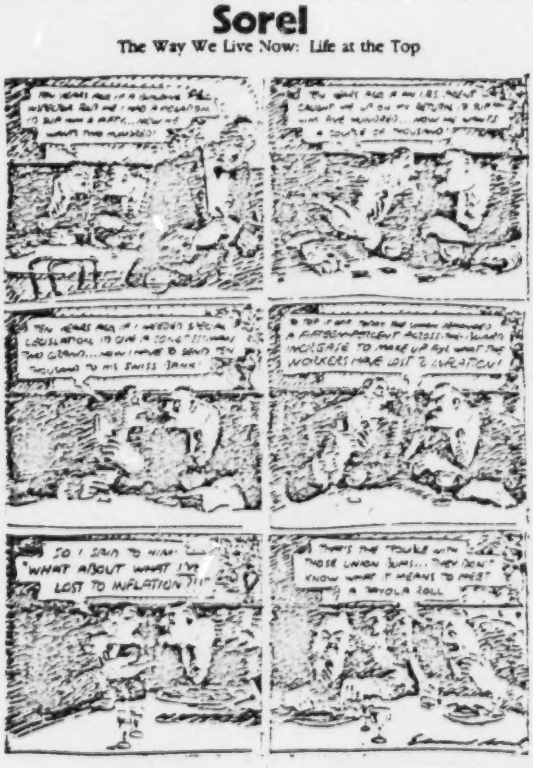
Total respondents = 134

CHANGE IN CARTOON MATERIAL

OLD

(Original in 4/COLOR)

NEW

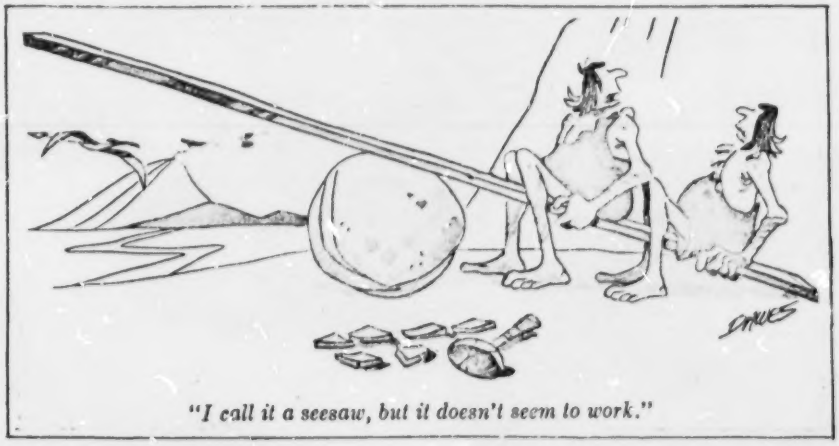


(Original in B/W)

The OLD format used several full-page cartoons in 4/color, every issue. The pictorial part would occupy the entire page, and a caption would be at the bottom.

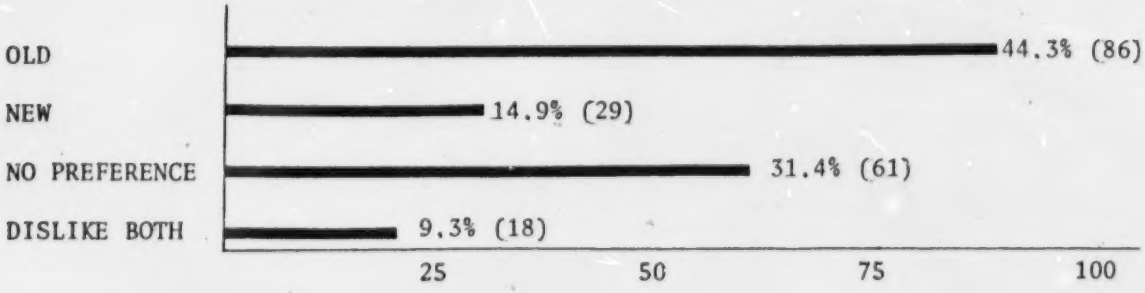
The NEW format does not have any cartoons in color. Rather, it has only one page of a comic strip with sequential pictures and dialogue, in black-and-white.

There were also as many as 10 small, black-and-white cartoon/illustrations in the OLD format. They were dispersed throughout editorial material, and were usually one-liners. Below is a typical example of such smaller cartoons:



"I call it a seesaw, but it doesn't seem to work."

PREFERENCE FOR CARTOON MATERIAL



Total respondents = 194 chi square = 59.23 ($p < .05$ w/ df = 3)

Because of the greater diversity and frequency, the cartoon material of the OLD format was found considerably preferable. For both males and females approximately the same 3:1 ratio of preference for the OLD was expressed. The large segment of "no preference" respondents is noteworthy, since there was such a vast difference between the two formats.

Some of the more typical and noteworthy reasons for preferring the OLD

format's cartoon material are given below:

"The cartoons in the old format are bolder and easier to read..."

"The cartoons are more plentiful and more light-hearted in the old..."

"I prefer the old cartoons for their color and full-page size..."

"The old cartoons were less wordy and easier to understand at a glance..."

"The use of cartoon material in the old format gave the entire issue some class and some off-beat wit; much like the way cartoons are used in 'New Yorker' and 'Playboy'..."

"The greater frequency of cartoons in the old format helped to lighten the burden of reading continuous editorial material. For the most part they were a welcome relief..."

CHANGE IN HEADLINE STYLE

OLD

The Resurrection of Jason Robards

Text and photographs by John Bryson

A long day's journey into the bright

NEW

How Frost Made Nixon Sweat

by David Frost

Behind the scenes of the Nixon-Frost interviews

The headlines depicted on the previous page are those used for feature article offerings. The NEW style differs from the OLD in the following ways:

- centering of the head, instead of placement flush left
- use of additional white space between head and body copy
- use of a bold, serifless face for the subhead, instead of a light italicized face
- unequal leading between title of article, author's name and subhead, instead of equal leading between all three

Besides the feature articles the standing heads for department offerings were also changed, as shown below:

OLD

RICHARD REEVES

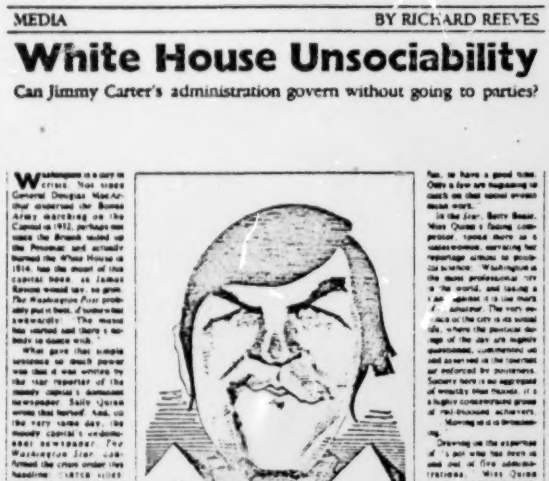
MEDIA

Savage Ire: The Importance of Bill Safire

"T

Times

NEW


MEDIA BY RICHARD REEVES

White House Unsociability

Can Jimmy Carter's administration govern without going to parties?

The following changes were implemented in the standing heads for editorial

departments, as shown on the previous page:

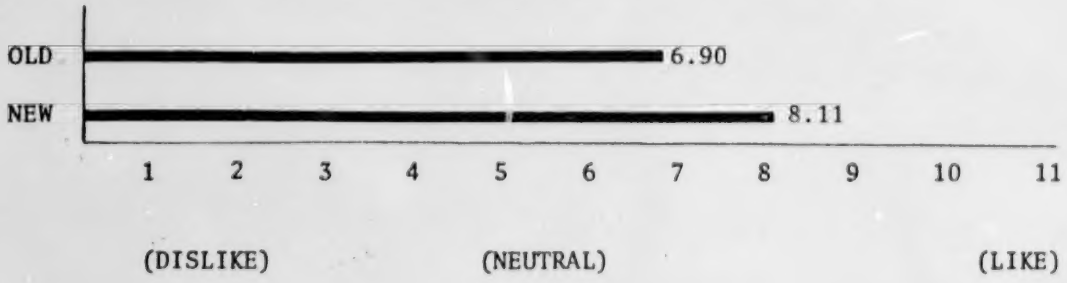
- use of a descriptive summary of the article in serifless face as the visually predominant part of the head, instead of the department's title in a Times Roman face
- use of Times New Roman face for the sub-head and author's name, instead of Universe light
- placement of department title flush left between two horizontal lines, instead of centered and underlined

OVERALL PREFERENCE FOR HEADLINE STYLE

In the final part of the questionnaire respondents were asked to state their "overall preference" for various characteristics, including headline style, through the use of a numerical rating scale.

For each characteristic a numerical rating was checked for both formats on a scale ranging from -5 (DISLIKE) to +5 (LIKE), with consecutive integer choices between. NOTE: In the final tabulation all numerical ratings were converted to positive integers ranging from +1 (DISLIKE) to +11 (LIKE), for more convenient handling of data.

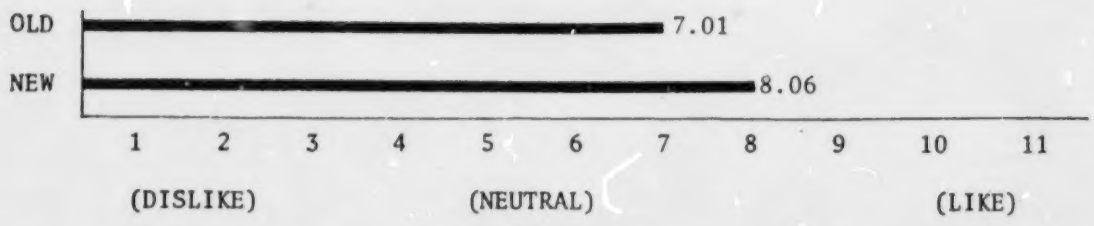
The rating scores given to the issues of either format were then averaged, making it possible to determine a preference for OLD or NEW.



Total respondents = 186

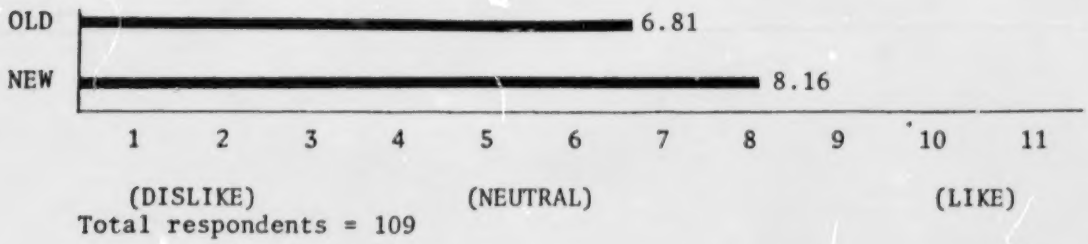
The NEW headline was found considerably preferable to the OLD, overall.

MALE PREFERENCE



Total respondents = 77

FEMALE PREFERENCE



Total respondents = 109

Females expressed a somewhat higher degree of preference for the NEW headline style than males did.

CONCLUSION

The survey findings show a respondent preference for the NEW Esquire format in all the graphic areas compared, except cartoon material. These findings could serve as a point of departure for a more in-depth investigation of format preference.

Personal interviewing techniques could provide more reliable and spontaneous reactions to the graphic changes. Selective display of characteristics for comparison would help to negate the influence of editorial content and advertisements on reaction to graphics.

Further, since the appreciation of graphics is so much a matter of personal taste, attitude scaling and semantic differential techniques could help determine a measurable degree of intensity of responses.

The direct comparison of format design strategies in a magazine, or any other print media, can serve to indicate the feasibility and ultimate acceptability of such strategies among readers.

Graphics research of this kind is also a valuable point of reference for editors in their decisions concerning future selection and treatment of editorial matter. Based on reader preferences for certain graphic design strategies, editors can better serve the needs of those readers and provide a more pleasing, yet still practical, editorial product.

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COVER LETTER AND QUESTIONNAIRE

USED IN THE SURVEY

Boston University

School of Public Communication
640 Commonwealth Avenue
Boston, Massachusetts 02215
617/353-3450

Dear classmate,

I need your help in completing the attached questionnaire. My research has been undertaken in conjunction with a publishing course here at S.P.C., in the Science Communication department. Professor Buchbinder is my advisor for this project, along with Professor Simmons.

ESQUIRE magazine has recently changed its format. You may not be familiar with the magazine but through the questionnaire I hope to get an idea of your overall reaction to some of the changes. ESQUIRE has already expressed interest in the findings of this survey, and I am confident that your responses will be helpful to the magazine in its future editorial planning.

This survey is in no way an inducement for you to purchase, or subscribe to, ESQUIRE. The two copies provided with the questionnaire are yours to keep, or pass on to a friend. No names will be provided to ESQUIRE or any other publication for future surveys or subscription campaigns.

Your personal response to any of the questions will not be scrutinized by either myself or ESQUIRE. Only general trends in the responses will be looked at and evaluated.

Since you are among a limited number of respondents selected for this survey, your full cooperation becomes even more crucial to the overall resarch effort. To guarantee consistency of response please answer the questionnaire from beginning to end, without skipping back and forth. I ask that you answer all questions thoroughly, truthfully and without consultation.

I hope you enjoy participating in this survey. Please accept my thanks in advance for your time and effort.

Sincerely,

Peter Misisco

NOTE: Please return your completed questionnaire to my mail-box in the S.P.C. front lobby at 640 Commonwealth Av. I am listed under the "Graduate P.R." section. If you should have difficulty in returning the questionnaire, call me at 734-8653, and I will make arrangements to receive it personnally. Finnally, I must have all questionnaires within three weeks. Please cooperate.

PART I

This part is to be answered before consulting either of the magazines. Please mark your responses with a check-mark (✓). For those questions which call for a longer response, print or type your answers clearly in the space provided.

1. Sex: __ Male __ Female

2. Age:
__ under 20
__ 20-24
__ 25-29
__ 30-34
__ 35-39
__ 40-44
__ 45-49
__ 50-54
__ 55 or over

3. Area of specialization in your studies at B.U. (Please be specific. If "undecided", please specify.)

_____

4. On the average, about how many hours do you spend with the following media each week? (Please give reasonable estimates)

__ Newspapers
__ Television
__ Radio
__ Movies
__ Records
__ Books
__ Magazines
__ Other (specify) _____

5. Which one of the following media do you prefer as a source of information?

__ Newspapers
__ Television
__ Radio
__ Books
__ Magazines

6. Which two or three magazines do you read most often? (Specify in order of personal preference.)

_____ _____ _____

7. Have you ever seen ESQUIRE before this survey?

__ yes __ no (If no, skip to PART II)

8. Do you ever read ESQUIRE at all?

__ yes __ no (If no, skip to PART II)

9. How often do you read ESQUIRE? (Check one)

__ Twice a month, or more
__ Once a month
__ Once every 3 months
__ Once every 6 months
__ Once a year

10. How were you introduced to ESQUIRE? (Check one)

__ Through a friend
__ On the newstand
__ In a waiting room
__ In a library
__ Through the mail
__ In advertisements
__ Word of mouth
__ Other (Specify) _____

11. Generally, do you read an issue of ESQUIRE...

__ Thoroughly
__ About half of it
__ Just a couple of articles
__ Just flip through it
__ Just look at the cover

12. How often is ESQUIRE published?

__ Weekly
__ Every other week
__ Monthly
__ Quarterly
__ Other (Specify) _____
__ Don't know

13. Are you now, or have you ever been, a subscriber to ESQUIRE?

__ Yes
__ No

14. If you have been a subscriber in the past, but no longer subscribe, why did you fail to renew your subscription? (Please explain briefly)

PART II

Please look both issues you have been provided with, thoroughly, so that you become familiar with the general layout and design (the "feel") of each issue. In answering the following questions you are welcome to refer back to either issue. Please do not take the time to read any of the articles now. You will be asked to read several articles later in the questionnaire.

When giving your answers in this part please specify your choice in terms of "Old", "New", "No Preference" or "Dislike Both". Then briefly explain the main reason for your choice in the space provided.

15. What is your preference for the name of either issue?

16. What is your preference for the logo-type (name plate) design for either issue, in terms of style and use of lettering?

17. What is your preference for the table of contents of either issue?

18. What is your preference for the way in which feature articles are continued from one part of the magazine to another? (Please be sure to refer to the features in each issue, and not the editorial departments.)

19. Note the difference in binding of the two issues. Given this difference in construction, which issue do you prefer in terms of physical handling?

20. What is your preference for the headings of editorial departments? (e.g. "Books" "Money", "The Language", etc.)

21. What is your preference for the total length of either issue?

22. What is your preference for the frequency of publication of either issue?

23. What is your preference for the cover "appeal" of either issue?

24. What is your preference for the use of cartoon material in either issue?

25. What is your preference for the use of photography to support editorial material in either issue?

PART III

In this part you are asked to evaluate several articles. I'd like you to read and evaluate two articles from each issue, as specified in the questionnaire. If your time limitations do not permit this much reading, please be sure to read and evaluate at least one article from each issue. Feel free to refer back to the specified articles as often as you like when evaluating them.

In the January, 1978 issue please read "This Man Was Made Possible by a Grant from Mobil Oil", on page 62. After reading the article thoroughly, circle the number that best rates each of the following characteristics.

	POOR	FAIR	GOOD	EXCELLENT
a. Text is organized in logical sequence.	1	2	3	4
b. Article presents new and interesting ideas.	1	2	3	4
c. Style of writing is appropriate for subject.	1	2	3	4
d. Article held your interest throughout.	1	2	3	4
e. Article provides useful and newsworthy information.	1	2	3	4
f. Length of article is appropriate.	1	2	3	4

In the April 11, 1978 issue please read "In the Office of Alan Ladd Jr.", on page 47. After reading the article thoroughly, circle the number that best rates the following characteristics.

	POOR	FAIR	GOOD	EXCELLENT
a. Text is organized in logical sequence.	1	2	3	4
b. Article presents new and interesting ideas.	1	2	3	4
c. Style of writing is appropriate for subject.	1	2	3	4
d. Article held your interest throughout.	1	2	3	4
e. Article provides useful and newsworthy information.	1	2	3	4
f. Length of article is appropriate.	1	2	3	4

In the January, 1978 issue please read "Abortion and Men", on page 58. After reading the article thoroughly, circle the number that best rates the following characteristics.

	POOR	FAIR	GOOD	EXCELLENT
a. Text is organized in logical sequence.	1	2	3	4
b. Article presents new and interesting ideas.	1	2	3	4
c. Style of writing is appropriate for subject.	1	2	3	4
d. Article held your interest throughout.	1	2	3	4
e. Article provides useful and newsworthy information.	1	2	3	4
f. Length of article is appropriate.	1	2	3	4

In the April 11,1978 issue please read "Oscar at Fifty", on page 67. After reading the article thoroughly, circle the number that best rates the following characteristics.

	POOR	FAIR	GOOD	EXCELLENT
a. Text is organized in logical sequence.	1	2	3	4
b. Article presents new and interesting ideas.	1	2	3	4
c. Style of writing is appropriate for subject.	1	2	3	4
d. Article held your interest throughout.	1	2	3	4
e. Article provides useful and newsworthy information.	1	2	3	4
f. Length of article is appropriate.	1	2	3	4

PART IV

Now that you have become more familiar with the old and new ESQUIRE, I'd like to find out more about your personal preferences.

Below you will find separate categories for the "OLD" and "NEW" issues. For each category, please circle the number which you feel best rates the issue for its quality in that particular category. Please be sure to circle only one number for each category.

"OLD"

a. Use of Photos	-5 -4 -3 -2 -1 o +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
b. Table of Contents	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
c. Layout & Design	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
d. Headline Style	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
e. Editorial Offering	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE

. . . . . .

"NEW"

a. Use of Photos	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
b. Table of Contents	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
c. Layout & Design	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
d. Headline Style	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE
e. Editorial Offering	-5 -4 -3 -2 -1 O +1 +2 +3 +4 +5 DISLIKE NEUTRAL LIKE

Finally, do you think the NEW ESQUIRE is the type of magazine worth reading? If Yes, why? If No, why not? Please explain briefly. Continue on back, if necessary.